

French Batiste, extra width, fine quality, 12½c and 15c grades for..... 5c
 Odd lengths and ends of all kinds of summer fabrics, lengths long enough for children's dresses, former prices from 20c to 50c for..... 8c
 Irish Dimities, those beautiful fine grades, regular 25c grade for..... 12½c

Tonquill Insertion stripes, mercerized, 35c value, at..... 19c
 Pretty Clematis Dimities and Batiste, extra width, all colorings, 20c value..... 10c
 Jacquard Swisses, white grounds with colored embroidered figures, made expressly for laundering, 35c grade for..... 18c

French Organdies, soft mercerized finish, imported kind, beautiful design, this fabric's opening price this season was 48c, for..... 19c
 Silk warp Organdies and Mulls, exquisite patterns, 65c was the price, now..... 28c
 St. Gall Swisses, the imported kinds, polka dots and neat, small designs, the 85c grades for..... 29c

St. Gall Swisses, double width, the kind that sold from \$1.50 to \$2.00 per yard, for..... 48c
 Make an early selection of these.
 Shepherd Checks French Ginghams, the imported kinds, 39c value for..... 18c
 Raye La France, a dainty fine sheer fabric, Dresden design, 35c grade for..... 17c

These beautiful heavy embroidered waist patterns, all white. There are five left of the \$4.00 and \$5.00 patterns for..... \$1.98
 Also a few of the Pongees in the lot, eight of the \$7.50 and \$10.00 patterns for..... \$2.98
 Polka dot Ducks, linen finish, mercerized, for skirts and shirtwaist suits, 12½c for..... 7½c

Clark's 200-yard Thread..... 1c
 Safety Pins, 2 dozen..... 25c
 Dress Shields, 10c a pair, 3 pairs..... 50c
 Iron Wax, Wood Handles, 6 for..... 50c
 Mace's Hooks and Eyes, per card..... 50c
 100 yards Machine Silk..... 50c

330 yards Sewing Silk..... 15c
 Needle Book, 10c kind..... 50c
 Burning Cotton, per dozen..... 85c
 Toilet Water, 50c size..... 15c
 Sea Salt, 8-pound sack..... 15c
 Oriental Camphor..... 10c

Bradley's Perfumed Sea Salt..... 10c
 75c Alarm Clock..... 50c
 50c B-B, oxidized buckie and back..... 10c
 Wash Mitt, 50c kind..... 10c
 Leather Belts..... 10c
 String Day, extra size..... 25c

Pearl Waist Sets..... 10c
 25c Pearl Waist Set..... 10c
 50c Pearl Waist Set..... 10c
 50c Black Bead Fan Chain..... 10c
 75c Turquoise Head for Chain..... 10c
 Cut-glass Tumblers..... 50c

30 yards Sewing Silk..... 15c
 Needle Book, 10c kind..... 50c
 Burning Cotton, per dozen..... 85c
 Toilet Water, 50c size..... 15c
 Sea Salt, 8-pound sack..... 15c
 Oriental Camphor..... 10c

WASSON'S THE INCOMPARABLY GREAT JULY SALE

—OPENS MONDAY MORNING AT 8 O'CLOCK—

There can be no comparing of this stupendous trade event with any like effort ever made in this city. For years careful, economical buyers have looked forward, have waited for Wasson's July sale with greater certainty of securing reliable, seasonable merchandise of the better sorts at a saving of at least half the usual cost. THIS YEAR THE JULY SALE COVERS A WIDER RANGE, ADOPTS A MORE LIBERAL POLICY THAN EVER. There are many new departments, many more lines of merchandise represented in the great store than in previous years, and every department has prepared for the wonderful sale with a prodigality born of success. OVERWHELMING STOCKS OF NEW MERCHANDISE AT HALF AND QUARTER FORMER PRICES. The annual trade sales in the East, where overstocked mills, overstocked jobbers and importers have converted the surplus stocks into ready cash at enormous sacrifices, found our buyers among the most eager seekers after bargains. SUMMER HAS SCARCELY BEGUN AND HERE IS SUMMER MERCHANDISE AT THE LOWEST PRICES EVER QUOTED.

\$68.00 Pattern Robes..... \$24.00
 65c Foulard Silks for..... 28c
 69c Kimonos for..... 25c
 Bleached Wash Cloths..... 1c
 35c China Matting..... 18c

\$68.00 Imported Coat..... \$35.00
 Macey Hooks and Eyes, card..... 5c
 Apron Ginghams, yard..... 3c
 \$1.25 Brussels Carpets for..... 79c
 Boys' \$4.50 Suits..... \$2.25

25c Trimming Flowers..... 5c
 85c Black Taffetas..... 59c
 20c Table Oil Cloth..... 8c
 \$12.00 Trimmed Hats..... \$1.98
 \$1.25 Ruffled Curtains..... 69c

\$45.00 Pattern Hats for..... \$15.00
 Lonsdale Cambric, yd..... 5c
 Ladies' \$2.00 Slippers..... 99c
 \$2.50 Milan Hats for..... 48c
 Men's 50c Socks..... 19c

\$187.00 Imported Costume..... \$75.00
 Printed Lawns, per yard..... 3½c
 Ladies' \$2.00 Shoes..... \$1.28
 18c Paris Laces..... 9c
 10c Embroidery..... 5c

The Great July Sale of Fine Silks

Thousands upon thousands of yards, hundreds of designs and every color acceptable to fashion. Black Silks from the best makers of the world, Foulard Silks and Summer Silks in bewitching combinations, all at half value.

Foulard Silk, the twilled kind, 24 inches wide, 65c grade, for..... 28c
 Foulard Silks, Poplins, ends and remnants, values up to 85c..... 19c
 Liberty Satin Plaids, three styles and colorings, 59c value, for..... 15c
 Corded Wash Silks, the best 50c quality, for..... 18c
 Satin Foulards, 24 inches wide, beautiful patterns, 75c grade, for..... 39c
 Plaid Taffeta Silks—These are a very fine quality, odd pieces, \$1.25 value, for..... 37½c

Plain colored Taffeta Silks, the quality you have been paying 79c for..... 37½c
 Satin Foulards, 35 pretty patterns and colorings to select from, 85c grade, for..... 49c
 Black Taffeta, warranted to wear woven on every yard, Lyons finish, 85c grade, for..... 59c
 Black Peau de Soie, warranted, quality high rich luster, 85c grade, for..... 56c
 Black Crepe de Chine, celebrated Juillard make, 24 inches wide, \$1.00 grade, for..... 59c
 Pongee Silk, printed designs, very stylish, \$1.00 goods, for..... 57c

Yard wide black Taffeta Silk, Lyons finish, warranted to wear on every yard, \$1.50 grade, for..... 98c
 Yard wide black Peau de Soie, warranted to wear, high luster, \$1.50 quality..... 98c
 Yard wide black India Silk, water and perspiration proof, will not spot, \$1.00 quality, for..... 67c
 Pongee Silk, double width, yard wide, \$1.50 quality, for..... 85c
 Pongee Silk, embroidered in Japan late novelties, \$1.75 grade, for..... 89c

Suits, Waists and Summer Dresses

Scarcely a maker but, had surplus of stocks to unload and from these we have gathered the BEST AT LOWER PRICES THAN MATERIALS COST.

32 Ladies' Tailor-made Suits, all colors and materials, blouse fitted and Elton styles. No alterations. Sold at \$10, \$12.50, \$15 and \$18.50..... \$4.75
 22 Ladies' Tailor-made Suits of Cheviot, Serges and Coverts, black, blue and brown, blouse and fitted jackets, new flare skirts, sold up to \$32.50..... \$7.75
 25 Ladies' Rainy-day or Walking Suits, Norfolk and blouse jackets, blue and black mixed with white Taffeta lined jackets, sold at \$18.50..... \$5.00
 75 Ladies' Rainy-day or Street Skirts of Oxford gray, light gray, brown and mixtures, mantled stitched seams and hems, sold at \$7.50..... \$2.98
 52 Ladies' Wash Jackets, Box and Monte Carlo styles, made of white Etamine and Damask lace trimmed sailor collars and fronts, sold at \$7.50..... \$3.98

Ladies' plain and fancy lawn short Kimonos, dressing saques, shawl roll collars to match, finished seams, 69c kind..... 25c
 15 dozen Ladies' full blouse Wrappers of percale and lawn, separate waist linings, ruffles over shoulders trimmed, sold up to \$1.25..... 49c
 Ladies' imported black Lace Dress Skirt, white Chiffon drop skirt trimmed with black and black Taffeta silk under drop, was \$75.00..... \$25.00
 One Ladies' Imported white Etamine Tailor-made Suit, jacket and skirt trimmed with white silk braid, white Taffeta silk linings, was \$67.50..... \$32.50
 One imported Lace Coat, 40 inches long, Pongee color, Taffeta silk trimming, lined throughout with Taffeta silk to match long ties, was \$68.00..... \$35.00

23 Ladies' fine Dress Waists of white and colored Taffeta silk, Crepe and Peau de Soie silk, lace hemstitched Chiffon and tuck trimming, sold at \$10.00, \$12.50, \$15.00 and \$18.50. Choice..... \$6.75
 Two Children's imported white Serge Coats, three-quarter lengths, full white Taffeta silk lined, neatly trimmed, sold at \$25.00, sizes 10 to 14 years..... \$12.50
July Sale on Children's Colored Dresses—1 to 4 Years.
 Absolute closing out prices on these garments. Gingham Dresses, trimmed with finishing braid, 39c ones for..... 19c
 All 50c and 75c colored Dresses for..... 39c
 \$1.25 Dresses now..... 69c
 \$1.50 and \$1.75 Dresses now..... \$1.25
 \$2.75 and \$3.00 Dresses now..... \$1.60

EVERY DEPT' OVERFLOWING WITH STARTLING BARGAINS TO-MORROW

Bleached Wash Rags..... 1c
 Cotton Toweling..... 1½c
 Children's Ribbed Vests..... 1c
 Heavy Muslin, yard..... 2½c
 Curtains, 3 yards, pair..... 23c
 Lonsdale Cambric, yard..... 5c
 Standard Dress Prints..... 3½c
 Cotton Towels, each..... 2c
 Ladies' Ribbed Vests..... 4c
 Bleached Napkins, dozen..... 29c
 Perfumed Talcum Powder..... 2c
 25c Sun Bonnets..... 9c
 Printed Lawns..... 3½c
 French Ammonia..... 2c
 Black Mosquito Bar..... 2½c
 Bleached Damask..... 19c
 Spool Cotton, 3 for..... 1c
 Cambric Handkerchiefs..... 1c
 American Pins, 6 papers for..... 5c
 59c Bleached Sheets..... 43c
 Linen Doyleys, each..... 1½c
 Corded Madras, 36-in..... 5c
 Union Overalls, pair..... 25c
 Printed Wash Goods, yard..... 5c
 Fresh Roasted Coffee, pound..... 10c
 Bleached Muslin..... 3½c

White Goods
 30 pieces sheer plaid lawns in checks and plain and broken plaids, 15c value..... 9c
 18c fine cord striped and checked Dimity for..... 12½c
 2,500 yards sheer Summer White goods in fancy plaids, satins and lace stripes, embroidered swisses in dots and figures and Madras, 50c values..... 19c
 Shirt waist lengths, 3 yards of beautiful mercerized novelties that sold at \$1.50 for..... 79c
 65c Fancy Oxford and Jacquard Madras suitings..... 45c
Ribbons at Half
 10c fancy Satin Taffeta..... 4c
 3 and 4-inch Loure and fancy ribbons in the shades you want..... 9c
 40c all silk warp print Dresden Loure and Plain Taffeta..... 19c
 Beautiful 5-in. soft satin Taffeta ribbon in every shade..... 25c
 50c and 60c novelty fancy ribbon, 33c
Evening and Reception and Party Fabrics
 Colored nets, tissues, satin stripe Grenadines, La Toque nets, party shades, all silk, 48 inches wide; \$2 and \$2.50 qualities..... 79c
 Black Grenadines, double width, 48 inches wide, prices were..... 87c
 Chiffon for party gowns, Cluny lace medallions and fitters effect, 40 inches wide; 2 grades..... 69c
 Elegant Broche satins and Moire antiques, very heavy kind; \$1.25 to \$4 for..... 98c
 These exquisite art novelties of satin with velvet designs and brocade. Prices were from \$9.50 to \$29.00..... \$2.90
 White silk waist patterns, beautifully embroidered. Prices were from \$7, \$9 and \$10;..... \$3.98
Laces
 Point de Paris Lace and Inserting, like sold at 12½c, 15c and 18c..... 9c
 200 bolts Val. Lace Edge, yd..... 1c
 Ecru and White Point Venice Batiste and heavy Plauen Applique Bands and Inserting, 25c and 35c value..... 12½c
 3 and 4-inch heavy Cluny Laces, 19c in white and Arab..... 19c
 40c and 50c fine fancy Cotton Laces, Point de Paris Cluny and Imitation Bruges and Duchesse Applique Bands..... 25c
 \$1.00, \$1.25 and \$1.50 fancy Laces, in black, white and ecru..... 79c

Ladies' Neckwear
 Ladies' 15c Linen Collars..... 5c
 Swiss Stocks..... 10c
 15c white and colors..... 10c
 25c and 35c Stocks..... 19c
 50c and 60c Stocks..... 33c
 65c and 75c new..... 48c
 Wash Stocks..... 48c
 Choice of our \$2.00, \$2.50 and \$3.00 hand-made French Stocks..... \$1.48
Handkerchiefs
 Ladies' fine Embroidered Initial Handkerchiefs, each..... 5c
 Men's Japonet soft-finished handkerchiefs, four for..... 25c
 Men's hemstitched all-linen Handkerchiefs, three for..... 25c
 Choice of all odd lots of regular 25c and 35c embroidered and lace-trimmed Swiss and all-linen Handkerchiefs..... 17c
Embroidery
 10c showy, openwork Cambric Embroidery and Inserting..... 5c
 15c and 25c showy, openwork Japonet Embroidery..... 7c
 Fine sheer Swiss Inserting and Edge, 4 to 6 in. wide, worth 12½c yd..... 12½c
 25c and 35c Swiss Flouncings..... 19c
 35c double-edged Embroidery Bands and Binding..... 19c
 \$1.50 and \$2.00 embroidered Shirtwaist Fronts and ¾-yd length of all-over embroidered for waist..... 69c
 \$3.00 and \$4.00 embroidered Dress Patterns, complete..... \$3.75
July Sale of Millinery
 A thorough clean-up of Trimmed Hats, Untrimmed Hats and Flowers. We have several fine Pattern Hats—the finest in Indianapolis—on which are feathers and ornaments alone worth more than this July sale price; were \$30, \$35 and \$40;..... \$15.00
 Choice of entire balance of stock, many \$15, \$20 and \$25 Hats, but recently trimmed..... \$10.00
 All Trimmed Hats, made to sell for \$5, \$10 and \$12, very desirable hats, in this lot for..... \$4.98
 The \$5 and \$8 Trimmed Hats, about 100 of them, black and colors, to close quickly at..... \$2.48
Flowers
 For this great sale we closed out about 10,000 bunches from a wholesaler at a price that enables us to offer..... 5c
 25c flowers for..... 10c
 40c flowers for..... 19c

Untrimmed Hats
 Wide brim, black row and row Hats, splendid garden hats, 75c..... 10c
 Turbans and dress shapes, the kind you have been paying 80c and \$1.25 for, now..... 29c
 Fine white Milan dress shapes, several styles, also black and pure white dress shapes, the kind selling elsewhere at \$1.75, \$2.00 and \$2.50, now..... 48c
Muslin Underwear
 Special Sale of Corset Covers
 22 styles of covers, both close and loose fitting, 35c value..... 25c
 Two remarkable values in lace-trimmed corset covers, worth..... 50c
 Several pretty styles of Nain-sook and Cambric covers..... 98c
 Skirt of Cambric with two and three rows lace insertion in flounce dust ruffles, etc. \$1.25 kind..... 98c
 Special skirt with 3-inch flounce of 4 clusters ruffles and 3 lace insertion, extra ruffle on flounce with lace edge, \$2.00 value for..... \$1.50
 Substantial muslin drawers with 3 tucks, \$2.50 value for..... 15c
 Umbrella drawers of cambric, wide ruffle tucked and hemstitched..... 25c
 Umbrella drawers with wide flounce, edged with lace and lace insertion..... 50c
Home Needs
 Brooms, a customer..... 8c
 2 only to a customer..... 8c
 Rice wood scrub brushes, each..... 5c
 Two pound tea or coffee canisters..... 9c
 Galvanized pails, 10 quart..... 12½c
 Mop..... 8c
 Whisk broom, large size..... 10c
 Gasoline stove, fitted with the best regular burner, powerful flame, 2 burner..... \$2.98
 Star center draft gas plates, one burner..... \$1.25
 Two burner ovens for gas, gasoline or oil stoves..... 98c
Underwear
 Ladies' Imported Swiss Lisle hand crocheted trimmed, \$1.25 and \$1.00 garments..... 69c
 Ladies' \$1.00 high-neck, short-sleeve "Onetta" Union Suits..... 39c
 Ladies' 50c white low-neck Union Suits..... 29c
 Ladies' 25c lace-trimmed umbrellas..... 17c
 Ladies' 12½c white low-neck, short-sleeve Vests..... 8c
 Infants' long-sleeve, white gauze Wrappers..... 12½c
 Boys' 35c Bathing Suits and Drawers, each..... 19c

Hosiery
 Ladies' 35c pure silk black drop-stitch hose..... \$2.19
 Ladies' \$2.50 and \$2.00 novelty fancy Lisle Hose..... \$1.39
 Ladies' \$2 colored embroidered black silk..... \$1.19
 Ladies' \$1.75 and \$1.50 fancy Lisle Hose in a variety of patterns..... 98c
 Ladies' 50c fancy cut and Lisle Hose in plain and lace patterns..... 25c
 Men's 50c imported fancy Socks in patterns..... 19c
 Odd lots of children's black ribbed cotton hose, 50c and 60c kind..... 19c
Curtains, Draperies
 Bedroom Curtains at Half Price and Less
 75c Ruffled stripe Swiss Curtains, 2½ yards long, pair..... 29c
 \$1.25 Ruffled Lappet Mull Curtains, 3½ yards long, 40 inches wide, pair..... 69c
 \$1.75 Ruffled Swiss Curtains, 3½ yards long, 40 inches wide, pair..... 98c
 Colored bordered ruffled Swiss Curtains, three yards long, warranted colors, pair..... 85c
 \$2.25 Cross stripe Grenadine for windows or archways, pair..... \$1.00
 Opaque Window Shades, staple colors, 37 feet mounted on good springs rollers, complete and ready to hang..... 25c
 12½c Silkollies, yard wide (not remnants), well assorted patterns and colorings, yard..... 6½c
 Fancy colored Nets and Madras, 50 inches wide, were 50c yard, make effective hangings for halls, dining rooms, etc., yard..... 27½c
 Silk Fringe for lambrequins, mantel scarfs, etc., was 15c yard, all 5c and 30c qualities, 36 inches wide, yard..... 10c
 White and colored Curtain Swiss, all 5c and 30c qualities, 36 inches wide, yard..... 10c
Men's Furnishings
 Men's ecru Derby ribbed cotton shirts and drawers, 50c ones..... 39c
 Men's pink and blue striped lisle and vertical striped Derby ribbed shirts and drawers, \$1 and 50c garments..... 50c
 Men's summer nightshirts, surplus neck or with collars..... 39c
 Odd lots of men's \$1.50 and \$1 negligee shirts in dark..... 69c
 Men's light and dark colored soft working shirts..... 27c
 Men's silk neckwear in Stripes, Four-in-hands and Ties; choice..... 10c

Boys' Clothing
 Young Men's \$3, \$10, \$12.50, \$15 and \$18.50 Suits, of fancy crashees, worsteds and serges, \$5.98, \$6.48, \$7.98, \$8.98 and \$9.98..... \$11.50
 A complete line of Sailor Blouse Suits for boys, all the best materials, neatly trimmed, \$4.50, \$5 and \$5.50 values reduced to..... \$3.75
 \$2.25, \$2.50, \$3 and \$3.50 values reduced to..... \$2.98
 Double-breasted Suits..... \$2.98
 Sailor Blouse Wash Suits for boys..... 39c
 Sailor Blouse Wash Suits, the regular 60c, 75c and 85c quality..... 59c
 Sailor Blouse Wash Suits for boys, the 85c and \$1.25 kind..... 89c
 All our fine Sailor Hats for boys one-third off.
 Boys' Separate Pants, guaranteed not to rip..... 39c
Children's Hats
 Child's White Milan Flat, with black velvet streamers, \$1.75 kind, 48c..... 48c
 Big assortment of fine Street Hats for ladies, formerly \$3.50 to \$5, choice..... 98c
Wall Paper
 Ten rolls Wall Paper, 6 rolls ceiling and 3 rolls border, for..... 46c
 Another lot of like quantities for..... 46c
 During this sale we will show many patterns well worth 8c per roll, for..... 4½c
 All our medium shades of Ingrain Papers for..... 7½c
 An extensive array of Tapestries, Oriental, stripes, etc., unique in both coloring and design, actual value, 30c and 35c per roll; 10c and 23c..... 23c
 Any one wishing to buy economical wall decorations should attend this sale. PAPER HANGING PROMPTLY AND SATISFACTORILY ATTENDED TO BY EXPERT WORKMEN.

Summer Shoes
 Ladies' Vic Kid Turn Sole Low Shoes, kid and patent tip, \$2..... \$1.23
 Ladies' Vic Kid and Patent Leather Dress Slippers, turn sole, \$2.99 value..... \$1.99
 Ladies' Vic Kid Turn Sole French and Opera Heel Low Shoes, \$3.50 value..... \$1.97
 Ladies' Vic Kid Patent Kid Dress Slippers, Louis XIV..... \$1.97
 Hot weather shoes for boys and youths, canvas low shoes, \$1 value..... 73c
 Ladies' Canvas Low Shoes, \$1.50 value..... 83c
Fine Linens
 Linen Damask, full two yards wide, German loom, value 50c, yard..... 50c
 Bleached All-linen Damask, genuine Andrew Reed's make, full two yards wide, value 50c, yard..... 65c
 All-linen Napkins, German silver bleached, full size, \$1.25 value, dozen..... 85c
 Linen Napkins, bleached, heavy weight, large size, 18x36, usually sell at \$1.25, each..... 98c
 Bed spreads, woven selvage, all around, \$1.25 grade, each..... 98c
 Linen Huck Towels, these are factory seconds, worth 15c each, while they last, each..... 8c
 Linen Hemstitched Towels, 18x36, spoke hemstitched, 25c value, each..... 15c
 Steven's All-linen Toweling, quality "P", regular 12½c grade, ten yard limit, yard..... 8½c
Carpets and Rugs
 Extra quality Wilton velvet Carpets, actual value \$1.50 per yard, designs are new and novel, nearly all have matched borders; July sale price..... 79c
 60 Rolls Superior Brussels Carpets, the usual \$1.25 kind, borders to match, new Oriental designs and colorings; special July sale price..... 79c
 2,000 Yards extra heavy China Matting, all that we have left of our 40c and 45c and 50c grades, in length from 10 to 40 yards, the very best matting values ever shown; yard..... 28c
 2,500 Yards medium quality China Matting, very heavy and usually worth 30c and 35c, qualities excellent; 18c yard..... 18c
 Royal Sarouk Wilton Rugs, room sizes, very effective floral and Oriental designs, and the best wearing Wilton rug to be had; \$28.75 usually sell at \$40..... \$19.75
 Rubber doormats, 36x24 inches, usually sell at 50c;..... 25c
 Customers, oak or mahogany finish, always sell at \$1.25 each..... 79c

Pearl Buttons, dozen..... 1½c
 Cream Summer Outing..... 2½c
 12½c Pillow Cases..... 7c
 Percale Shirts, each..... 15c
 White India Linon..... 3½c
 2,000 Tooth Picks..... 1½c
 Ladies' Black Hose..... 4c
 20c Table Oil Cloth..... 8c
 Toweling, Remnants, each..... 2c
 Apron Gingham..... 3c
 Bleached Muslin..... 3½c